

## Central Consumer Protection Authority (CCPA)

### Why in News?

Recently, the Central Consumer Protection Authority (CCPA) has issued 45 notices to various coaching centres and imposed a penalty of Rs 61, 60,000 on 19 coaching institutes for misleading advertisements.

- It is a *statutory* authority.
- **Established in** - 2019 under Section 10 of the Consumer Protection Act, 2019 and came into force in 2020.
- **Aim** - To *regulate matters relating to violation of rights of consumers*, unfair trade practices and false or misleading advertisements which are prejudicial to the interests of consumers as class and public at large.
- **Nodal Ministry** - Ministry of Consumer Affairs, Food & Public Distribution.
- **Functions** - Protect, promote and enforce the rights of consumers as a class, and prevent violation of consumers' rights under this Act.
- Prevent unfair trade practices and ensure that no person engages himself in unfair trade practices
- Ensure that no false or misleading advertisement is made of any goods or services which agree with the provisions of this Act or the rules and regulations made.
- Ensure that no person takes part in the publication of any false or misleading advertisement.
- **Powers** - Conduct investigations into violations of consumer rights.
- Issue directions to recall, refund and discontinuation of practices in matters of violation of rights and unfair trade practices.
- Discontinue & modify the false and misleading advertisement or may impose penalties.
- **Mechanisms**
  - Individual consumer complaints are to be registered through the National Consumer Helpline only.
  - Register consumer grievances in Consumer Commissions through e-Dhakil.



**National Consumer Helpline (NCH)** is a single access point for grievance redressal of consumers that is available in 17 languages through a toll-free number (1915). The grievances are registered on the Integrated Grievance Redressal Mechanism (INGRAM), an omnichannel IT-enabled central portal or through various channels.

- **Penalty for coaching institutes** - CCPA has issued “Guidelines for Prevention of Misleading Advertisement in Coaching Sector, 2024”.
- It facilitates a total refund of Rs.1.15 crores to affected students.

## References

1. [PIB| CCPA issues notices to Coaching Institutes](#)
2. [DOCA| Central Consumer Protection Authority](#)